

iCOMPEL™ Enterprise Digital Signage

Create compelling experiences that get compelling results.

» Deliver the right message at the right time
to anywhere, from anywhere.

Healthcare



Corporate



Hospitality



Education



Transportation



Retail



Digital Signage: Grab Their Attention

It's the ideal solution for:

- » Corporations
- » Government agencies
- » Multi-campus universities
- » Healthcare systems
- » Retail and restaurant chains
- » Ad-model networks



NOTE: For video wall applications, additional equipment may be required.

Digital signage: why you should get it.

No other medium makes it possible to deliver compelling content at the right location at the right time for maximum impact. It works whether your goal is to:

- Increase sales and profits.
- Inform, educate, notify, or alert.
- Encourage certain behavior.
- Satisfy customers or employees.
- Improve business processes.
- Or all the above.

People on the go often overlook or ignore posters and other printed signage. Strengthen your marketing, as well as your internal communications, by replacing boring static signage with eye-catching digital signage in lobbies, waiting rooms, or any place frequented by your target audience.

Digital signage: how the flexibility benefits you.

With today's digital signage technologies, you can:

- Create welcome messaging, menu boards, and wayfinding screens.
- Share information faster, including meeting announcements, schedules, event times, and public health information.
- Improve the customer in-store experience and target them in real time.
- Use existing content to create compelling messaging.
- Integrate live video and Internet feeds like stock and news tickers, so you're not forced to create and supply all the signage content by yourself.
- Use all sorts of media, including photos, illustrations, stored and live video, and audio file formats.
- Update content on the fly from any computer with an Internet link.

Digital signage: now much easier to get.

Digital signage is more affordable and easier to implement than ever before—even on the enterprise level. Rolling it out organization-wide used to be a daunting task, involving tons of planning and resources, with mixed results. Not anymore. Businesses wanting messaging on more than a handful of local screens can:

- Benefit from a choice of content layout and design tools, empowering you to create truly professional-looking presentations that can be broadcasted worldwide.
- Get up and running with minimal training.
- Easily manage your digital signage from any browser-based connection.
- Get most or all of what you need up front, so you're not nickle-and-dimed year after year with ongoing licensing or SaaS fees.
- Integrate it into an existing IT network without replacing equipment.

Digital signage: how to get started.

We know choosing a digital signage solution, especially at the enterprise level, can be an overwhelming task. You may even find yourself suffering from decision paralysis.

Simplify the decision-making. Simplify by going with a scalable platform that gives you everything you need: flexibility, affordability, and the ability to get your large digital signage deployment up and running fast—without having to navigate a sea of technical and broadcasting jargon.

Simplify with Black Box's iCOMPEL EDS. This scaled-up version of our award-winning digital signage platform turns the average marketing communications or IT manager in a corporate, retail, or institutional setting into a multimedia pro.

A highly scalable digital signage solution for controlling content across your enterprise.



- » No recurring licensing fees. Lower cost of ownership.
- » True plug-and-display technology—sets up FAST.
- » FREE, unparalleled, 24/7 technical support from a respected industry leader in both AV and IT solutions.

Create, distribute, and manage digital signage content easily from one site to another with the iCOMPEL EDS platform from Black Box. This enterprise-level solution gives you total control and visibility of signage content at the corporate, central administrative office, or government agency level.

Why iCOMPEL EDS?

- » Affordable and scalable for large organizations.
- » No learning curve to overcome; easy for beginners to master, but loaded with sophisticated tools.
- » Easy to integrate; won't cause IT and security headaches.
- » It's from an industry leader who can supply you with everything you need for an end-to-end digital signage system—saving you both time and money!

What's more, it gives you the ability to fully leverage the revenue-generating potential of your ad networks.

The iCOMPEL EDS gives you a straightforward way to supply professional-caliber content to large digital signage networks as well as remotely located networks.

Through the iCOMPEL EDS platform, you can update content from anywhere you have an Internet connection to change presentations, customize messaging for specific audiences, issue alerts, and more.

Because it supports many media formats, you can combine video with scrolling text, photos, Flash, and Web content. In addition to HTML and RSS media, it handles H.264, MPEG2, MPEG4, and QuickTime® media; multicast video; JPEG and PNG images; MP3 audio; and more. It accepts streaming video, and touchscreen functionality is included at no extra charge.

For each screen, you just need to add an iCOMPEL EDS Subscriber unit. The iCOMPEL EDS management software holds all your multimedia files and designs. Through the software, you send media over the network to any number of iCOMPEL EDS Subscribers—even on the other side of the world.

Scaling to a distributed, multichannel network with many screens in many geographically isolated sites is simply a matter of adding more iCOMPEL EDS Subscribers to your iCOMPEL EDS configuration.

Setup is easy. Just connect each iCOMPEL EDS Subscriber unit to your network and to an LCD or other display device, power it up, and once it has an IP address from the network, it will register on the iCOMPEL EDS Manager. From the iCOMPEL EDS Manager, it can be managed via the Web interface in the Players' Management page.

- » More features and fewer headaches than similarly priced products for enterprise-wide signage.
- » Provided as a VMware® server application—ideal for virtualized cloud computing environments.
- » Easy to scale as your networks grow in size and geographical diversity.
- » All licenses are perpetual—no year-after-year renewals.
- » Simplified central management of content and playlists.
- » Offers complete control via a standard Web browser.
- » Easy drag-and-drop tools for screen layout and design.
- » Intuitive composer interface for content creation.
- » Content payout can be at specific times in specific zones on screens or at full screen.
- » In multizone screen layouts, each zone can play media from multiple content types.
- » Group player control for segmenting content distribution.
- » Advanced payout reporting and alert reporting features.
- » Local "ad hoc" control for updating content at the screen.
- » Uses store-and-forward media distribution; won't compromise network bandwidth or resources.
- » Enterprise-grade security and built-in permission manager.
- » Per-account/per-user security and settings.
- » Auto-Video/Auto-Picture features for simplified content upload capabilities by external users.
- » Global time zone support for payout at correct local times.
- » Multilanguage support for use in many countries.

Key functions performed:

- » Content management.
- » Content scheduling.
- » Content distribution.
- » Playing of stored, streaming, and live media.
- » System-wide monitoring and diagnostics.
- » Reporting for validation and advertising customer billing.



Corporate enterprises

Use an iCOMPEL EDS system to centrally manage external and internal communications and enhance your worldwide marketing. Digital signage not only projects the image of innovation at all points of customer engagement, it also enables you to spotlight achievements, make operations more efficient, and saves you the time it takes to distribute and correct information.



University systems or school districts

Studies indicate that today's media-savvy youth respond well to messaging delivered via digital signage. Used in larger K-12 or higher-ed applications, the iCOMPEL EDS gives you a simple-to-integrate platform for informing, alerting, and notifying students and staff in all school buildings or across an entire statewide system of branch campuses.



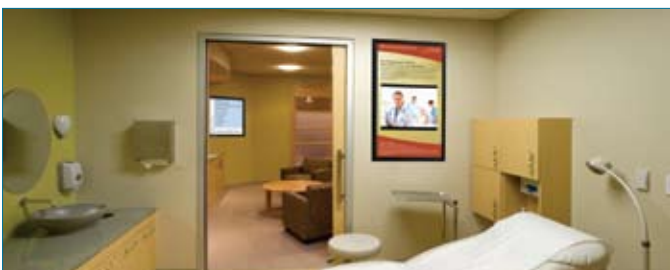
Retail outlets

Boost sales and make branding headway in the highly competitive retail environment. The iCOMPEL EDS enables you to reach customers in all stores at the point of sale and draw them inside. It supports ad-based networks, so you can stream ads from advertisers. You can also link it to a database, so what's promoted on-screen dynamically reflects current inventory in real time.



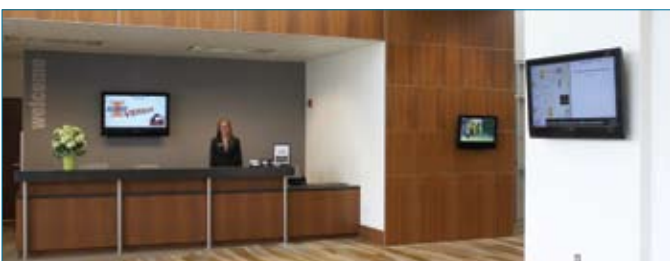
Quick-service restaurant chains

Replace static menu boards with digital screens controlled by your corporate office. With the iCOMPEL EDS, you can configure boards to update dynamically throughout the day to show menu choices and spotlight specials. Also, because the system supports touchscreen connections, you can easily set up self-serve kiosks to streamline ordering, reduce wait times, and increase order accuracy.



Healthcare systems

Hospitals and other facilities in multisite healthcare systems can use the iCOMPEL EDS to communicate more effectively with patients, visitors, and staff. Because it's Web manageable, administrators have a simple way to upload and distribute media for viewing in waiting rooms, corridors, cafeterias, lobbies, and other common areas, as well as for providing wayfinding directions to visitors.



Hotels

Travelers trust familiar brands in unfamiliar locales. Use digital signage to create consistent branding for your hotel no matter the location. The iCOMPEL EDS makes it easy. It also works wonders at delivering relevant *local* information to guests. Use it to communicate with arriving groups while also promoting your restaurant and services, and running ads for local businesses. Display live flight information or weather forecasts to ease your guests' planning.

Airports

Arrival and departure times change like the weather. Provide up-to-date information at every gate and along every concourse with the iCOMPEL EDS. Use content that's not only informative but also entertaining—a great way to help passengers pass the time during delays and layovers. In high-traffic areas, think big and build a video wall showing a single image spread over multiple screens.



Subways, buses, and taxis

Deliver real-time—and, if necessary, emergency—messaging to subway or bus stations while also making the commuting experience more pleasurable. iCOMPEL EDS supports city- or region-wide signage deployment. You can also use digital signs on buses, in subways, and in taxis to reach a “captive audience.” Sell ad space, promote services, and publicize up-to-date rates and route changes.



Stadiums and amusement parks

Use dynamic signage to create an atmosphere of excitement while also streaming ads and entertaining content. iCOMPEL EDS gives you the ideal platform for reaching customers at entrances, concession stands, or anywhere they're forced to wait—a big advantage in parks with very long lines for rides. We even offer outdoor enclosures for protecting valuable displays in all-weather venues.



Government buildings

In multisite agency deployments, administrators can use iCOMPEL EDS to stream content to hundreds of screens in many states. It's also great for providing directions and broadcasting helpful info in large municipal or court systems. And because it's easy to scale as funding allows, the platform is perfect for departments who can't commit to huge outlay of funds at the start of a signage project.



Military installations

Stream base TV programming alongside content specific to snack bars, PXs, and other garrison buildings where service members and their families congregate. iCOMPEL EDS simplifies the job of public affairs staff to disseminate information, including messaging relating to mission-readiness, across a large installation. Plus, it's perfect for spotlighting achievements, boosting morale, and issuing alerts.



Convention centers and casinos

Point conventioners in the right direction at numerous points throughout your event or expo hall with the iCOMPEL EDS. Touchscreen support is built in, so setting up interactive wayfinding maps is a breeze. It's also great for casinos and other gaming venues who want to welcome guests, promote new games and entertainment, and spotlight big winners in large, multiroom settings.



iCOMPEL EDS: Application Screen Examples



Corporate enterprise

Broadcast corporate-approved information across a campus or across a global enterprise, and take your corporate messaging to a new level. Easily stream images and scrolling or static text into displays with iCOMPEL EDS.

Because the platform is widely compatible with many types of media and has native Flash and HTML support, there's no need to reformat existing media for uploading!



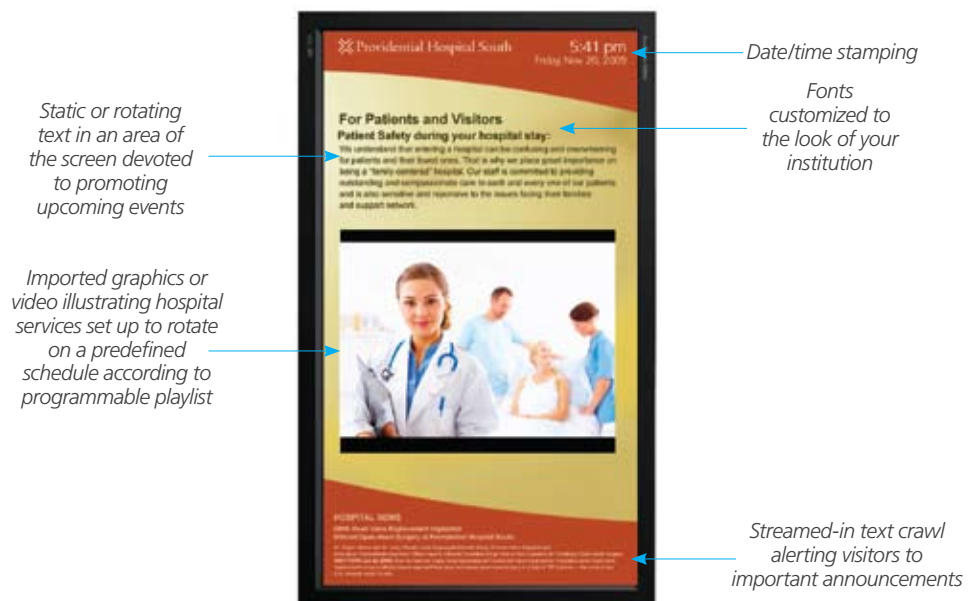
University system

With iCOMPEL EDS, it's easy to build eye-catching signage and stream content from your school Web site, a campus TV studio, a central administration office, and your AV and IT departments—without adding any

technical or creative staff. It's also a great tool for distance learning. Use it to set up an IP-based system to broadcast a lecture from your main campus to a branch campus and make better use of educational resources.

Hospital system

The iCOMPEL EDS system enables the average office manager or PR specialist to quickly set up a messaging system in hospital lobbies, waiting rooms, and cafeterias to broadcast announcements, menus, bulletins, and other time-sensitive information. Devote an area of the screen to promoting upcoming wellness clinics, professional development seminars, and other events. Used this way, your digital signage can help improve the overall quality of patient care while reducing the expense of communicating with patients, visitors, and employees.



Restaurant

iCOMPEL EDS not only makes it easy to distribute menu board content from a single location to a number of restaurant locations worldwide, but it also simplifies the delivery of menu and drink specials at specific times. Use playlists, for example, to dynamically update screens to advertise breakfast, lunch, and dinner specials. The platform also gives you the creative tools to present your chefs' creations as culinary works of art in a way that consistently reflects your branding. What's more, because iCOMPEL EDS supports "ad-hoc" control at the screen, users in specific locales can supply content according to their needs, whether to reflect current market prices for seafood, tie promotions to sports teams, or for event-related marketing.



Casino/Hotel Resort

Visitors expect excitement from their casino experience. Don't disappoint. With iCOMPEL EDS, you can use multimedia content in a myriad of ways to create visual entertainment in even the largest of gaming resorts. Even better, the system supports the display of images across multiple screens to create large video walls at entrances to casinos or adjacent hotels. You can also tie the system to IP camera feeds to televise floor activity or give patrons in bingo halls an easy way to see the ball capture. For additional revenue streams, you'll also likely want to sell ad space. Advanced proof-of-performance reporting is built into the system, which simplifies the billing of third-party agencies who operate digital out-of-home advertising networks.

Retail/Wayfinding

The iCOMPEL EDS system is particularly ideal for mall staff tasked with coordinating content for screens in one mall or many malls around the country. The platform makes it easy to manage multiple channels by location and configure the screens for interactive wayfinding applications. Touchscreen support is built into the system, giving you the means to not only reach customers with a message, but also be more responsive to their immediate needs. Use zone-based HTML pages to create interactive menus for kiosks, for example. And it's not just malls who can use iCOMPEL EDS to reach many more customers, but individual chains of stores, too. Retailers can use the system to set up in-store channels for product merchandising, PoS/PoP displays, and interactive self-service kiosks for maximum customer interaction.



iCOMPEL EDS: Content Control

Get up and running quickly with the intuitive iCOMPEL management software.

From the first screen, click on an icon to begin managing your digital signage system.



The iCOMPEL EDS Manager software gives you an intuitive platform for creating dynamic, attention-getting signage presentations, scheduling playout, and grouping players.

Simple to control.

Fully manage your signage presentations using playlists and tools, which provide you with easy, drag-and-drop control from any supported Web browser running a Flash® plug-in.

From the Playlist Management screen, you can be building screens in minutes, dropping various media into zones within a new template. Add text, tickers, images, videos, multicast streams, Flash, and audio with ease. It supports 1080p video decoding as well as Flash and HTML media natively.

RSS ticker text is easy to add with iCOMPEL EDS. Tickers can be horizontal, vertical, or block style—great for speedy readers annoyed by ticker crawls.

Once you've dropped media files into a playlist and saved it, you'll be able to access a live preview of the playlist simply by moving your mouse over the preview thumbnail.



From the welcome screen, choose from a library of screen templates.

Full-screen or multizone layouts.

The software supports full-screen and multizone layouts, and enables you to optimize resolutions for maximum display performance. Screens can be set up in 90° rotated portrait mode or landscape configurations.

What's more, screens can be in a kiosk or in a touchscreen application for maximum customer interaction—no extra touch licenses need to be purchased; this support is built into the platform. Stream-in functionality doesn't require a license either.

Zone, composer, or full-screen playlists or a queue of playlists can be scheduled for playout at specific times. Every zone in the display layout can play content independently from each other. The iCOMPEL EDS Subscriber automatically synchronizes content and starts playout of scheduled playlists.

Optimized for commercial ad networks.

The system supports aggregates from ad networks, so you can subscribe to a network and set up your iCOMPEL EDS system to play ads at certain intervals in your signage. Or, if you like, you can create zones to display ads directly from advertisers.

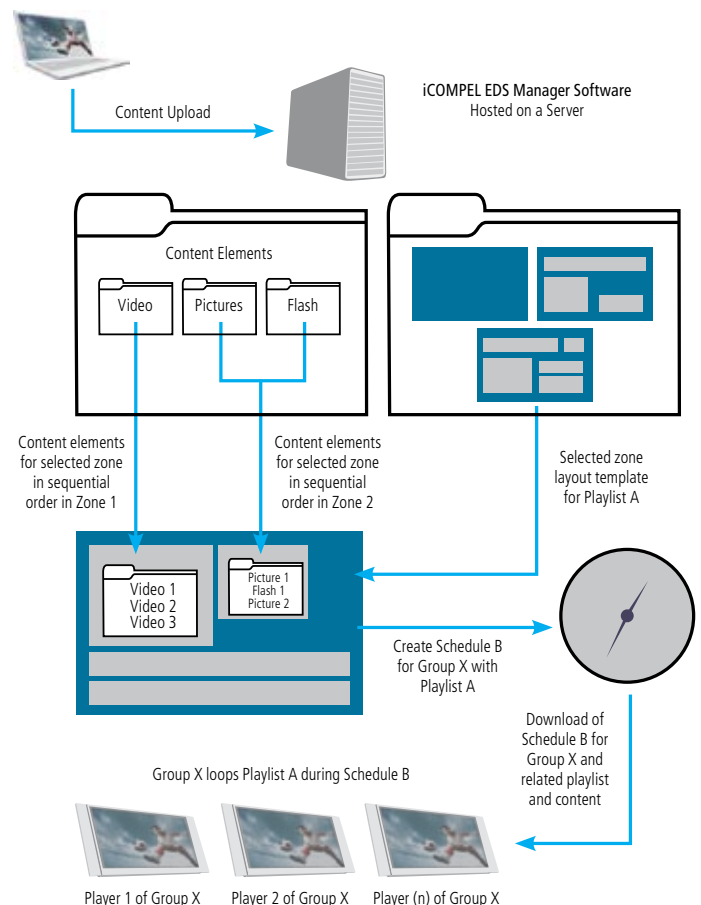
In addition to player alert reporting for smooth 24/7 operation, the iCOMPEL EDS supports advanced playout (proof of performance) reporting for customer billing in digital out-of-home advertising networks. Plus through player grouping or meta tagging (license required), you can give media buyers the flexibility to choose where and when their ad is shown. This dynamic function ensures that advertisers get maximum attention at the point of sale.

Change messaging right at the screens.

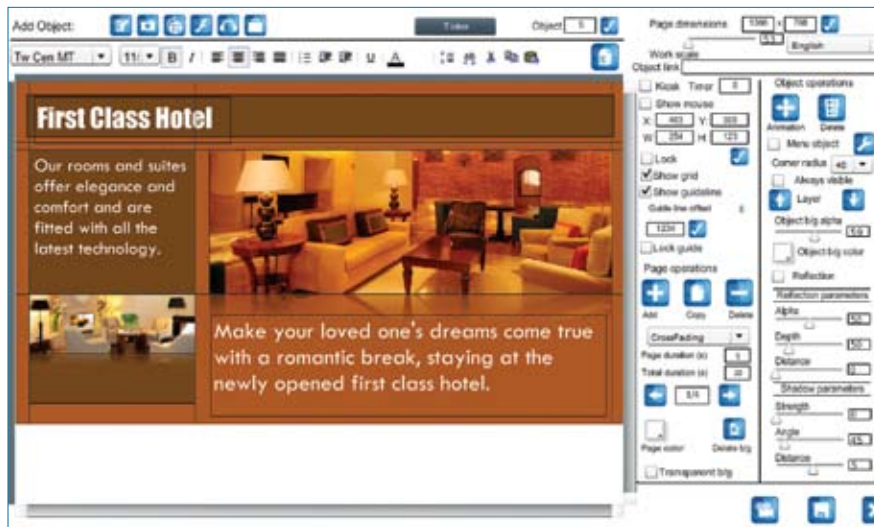
The Simple User Interface function makes it easy for office staff and location managers to make "ad-hoc" changes to specific playlists by using a simple forms-driven interface. This is ideal for welcome screens or meeting room information boards.

Even better, you can set limits on which fields these users can change, so they don't inadvertently make a mess of your digital presentations.

Typical iCOMPEL EDS workflow:



Use the unique composer tools to create professional effects.



Build your digital screen presentation using the iCOMPEL EDS's composer tool. It features a grid-based palette and sophisticated design tools.

Sophisticated content creation and authoring tools.

The iCOMPEL EDS system also features a content-centric interface for creating screen layouts in a snap. This unique composer tool not only enables content authoring and content creation, but you can also create special effects without working within Flash!

Intuitive layout and design tools make it easy to:

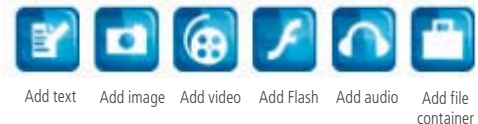
- Set up eye-catching effects for page transitions, object animations, image reflection, shadowing, rounded corners on objects, and more.
- Create impressive transparent layers via alpha color background settings.
- Adjust, resize, position, and layer zones with a simple click and drag.
- Set pixel-exact positioning just by keying in X and Y coordinates and the width and height of your image object.
- Set background color or images.

Loading a video is as simple as opening the software's media manager interface, selecting a video, and dragging it to the workspace. You can then place it where you like and resize it by dragging a handle on the bottom corner.

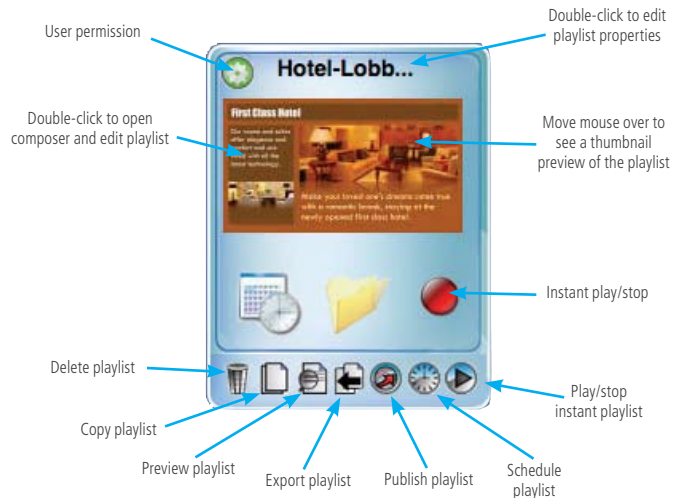
You can also format text so it's consistent with the look and feel of your branding. The iCOMPEL EDS enables you to set the type, size, style, weight, and color of fonts as well as control their scroll speed across the screen and their alignment on the display. What's more, objects can be animated in or out of a page based on comprehensive animation.

Guidelines help you align content where you want it. Plus, it gives you an immediate preview of your screen, showing you results in real time.

Click on an icon to add a specific type of media.



After a new playlist of screens is created and saved in the composer tool, the system creates a window for easily managing that playlist:



Key productivity tools of the iCOMPEL EDS software:

- » Drag-and-drop layout, design, and zone manipulation tools.
- » Playlist folders for organizing content.
- » An interface for monitoring remotely over an IP network.
- » A direct link to external info, such as HTML content and RSS feeds.
- » Auto-Video/Auto-Picture functions for easier external content updates.
- » "Ad hoc" function. Quickly update messages right at a screen to issue announcements, send out alerts, or make a layout change on the fly.
- » Enables easy streaming of video channels into playlists and zones.
- » Supports quick tiling of a presentation across screens in video walls*.
- » Supports IPTV content streamed from an external streaming device.

- » Enables you to e-mail a presentation to another user right from the software interface—a real time-saver in collaborative workflows.
- » Kiosk mode makes it easy to create interactive menus, either from the composer or zone-based HTML pages.
- » Grid and guidelines for content positioning without gaps between zones.
- » Choose a language: English, French, Spanish, Portuguese, German, Italian, Danish, Swedish, Norwegian, Polish, Czech, Russian, Arabic, Greek, and Simplified or Traditional Chinese.
- » Shows how many players are on-line, offline, and or in an error state, and can send e-mail error notifications to a system administrator.

* Additional equipment may be required.

iCOMPEL EDS: How to Order

First order your management platform...

iCOMPEL EDS Manager Software License (EDS-M)

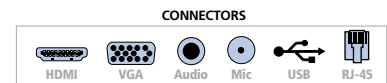
- VMware® virtual server application for loading on an existing server.
- Ideal for cloud computing environments where the virtualized server is hosted elsewhere.
- Installs on any host operating system that supports VMware virtualization.
- Supports easy scalability as your digital signage needs grow.
- Loaded with software tools to create pages and playlists for many screens.
- Pushes screen designs to sites around the world and supports ad networks.
- For recommended system requirements, including for applications beyond 100 screens, and to inquire about hosting requirements for your deployment, please call +32 (0)2 725 85 50.
- Also call +32 (0)2 725 85 503 if you need the software provided on a server that will serve your storage needs now and later.



...then order a subscriber unit for each screen...

iCOMPEL EDS Subscriber with Software License (EDS-SS10)

- Can be connected directly or via an Ethernet network to the server hosting the EDS Manager Software. Or set it up to communicate via a TCP/IP link over the Web to the EDS Manager Software's server.
- Loaded with subscriber software for playing out content at the screen.
- Slim form factor. Great for cramped areas near a screen.
- Or VESA mount behind the screen with the included bracket.
- Intel® Atom™ D525 processor and NVIDIA HD (CUDA™) graphics.
- Includes Windows® 7 Embedded operating system.
- 320 GB storage and 2 GB DDR3 memory.
- HDMI and VGA ports, audio jacks, four USB ports, and a network port.
- 3D capable with additional equipment and content.
- Supports 802.11b/g wireless Wi-Fi communications.



The subscriber unit can be mounted on the back of a screen with the included VESA mount bracket or used in a tower configuration with the included stand.

Also available: a publisher version for fewer than 10 screens:



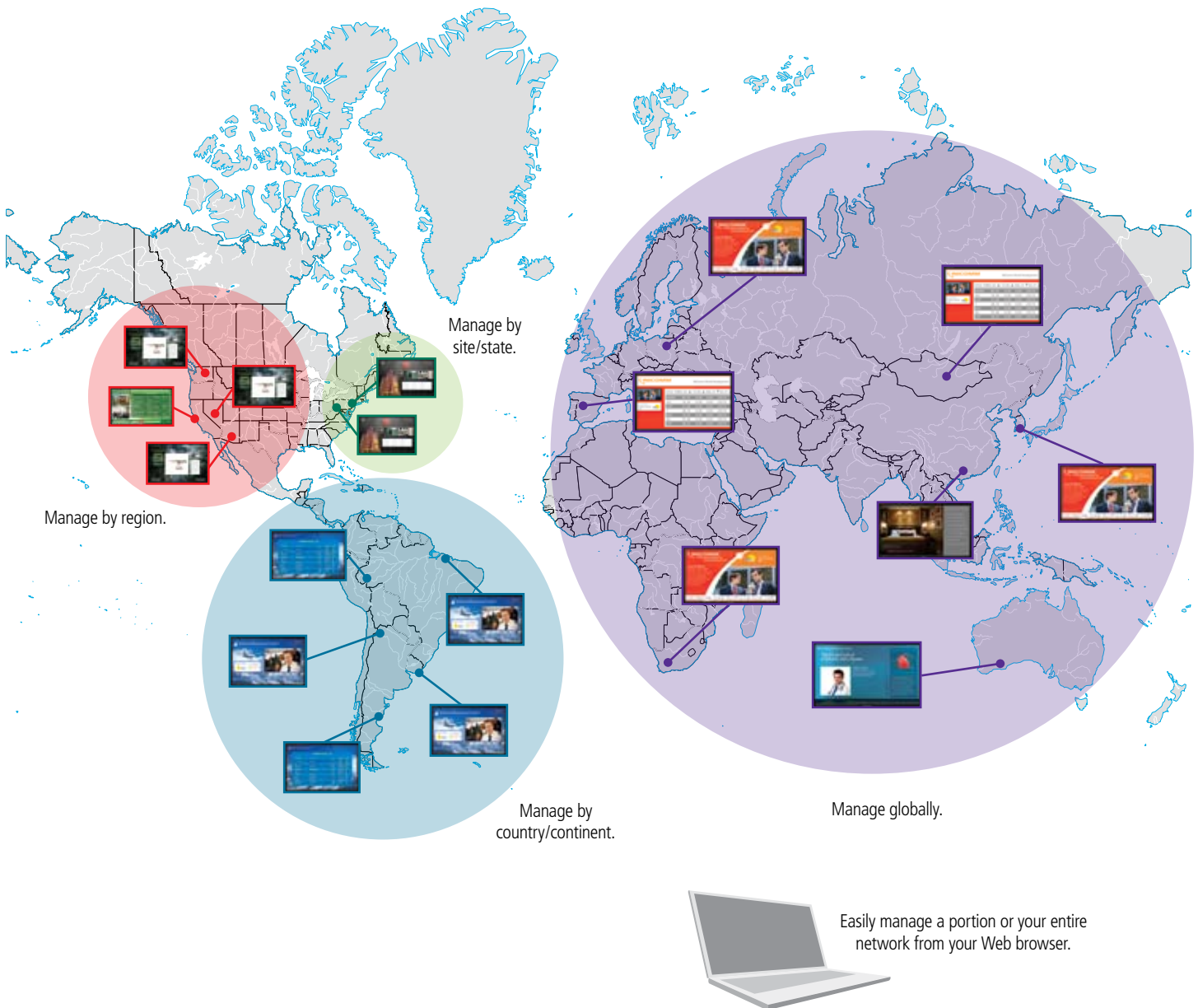
The 3.5"H (2U) x 19"W x 15"D publisher appliance features a high transfer rate and 16 MB cache for fast multimedia retrieval. It has a stable iStarUSA® MATX chassis and an Asus® M4A88T-M AMD® board with 880G chipset. Its UVD 2 video engine decodes Blu-ray® and HD video for smooth payout.

iCOMPEL EDS Publisher with Software License (EDS-PP30)

- All the design capabilities and ad network support of the EDS Manager Software (above) but for publishing content to fewer than 10 screens.
- Software comes preloaded in a 2U-high rackmountable appliance.
- Fast, tri-core AMD Athlon® II X3 445 processor with 3.10-GHz processing.
- Features onboard AMD ATI Radeon® HD 4250 graphics chipset.
- Western Digital® 500 GB, 7200 RPM SATA-II hard drive.
- 2 GB DDR3 1333-MHz (CL9) memory.
- Windows 7 Professional operating system. Also supports Linux®.
- Quiet operation with reduced vibration and lower power usage.
- Features VGA, DVI, and HDMI ports; a SPDIF port; six audio ports; six USB peripheral ports; a serial port; and an RJ-45 (10/100/1000) connector.
- For each screen, add an iCOMPEL EDS Subscriber with Software License (EDS-SS10), above.
- Need just the publisher software for loading on an existing server? Ask for our iCOMPEL EDS Publisher Software License (EDS-P).

Easily scale your digital signage as your network grows in size and geographical diversity.

Ideal for multisite corporate networks, iCOMPEL EDS gives you total control and visibility of digital signage deployed worldwide. Update screen content from anywhere.



You'll find it at Black Box.

The right products, the right support, and the right pricing.

Comprehensive digital signage, audio/video, multimedia, and networking solutions.

Get the objective advice you need, the industry-leading technology you want, and the real support you can count on from Black Box Network Services.



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|------------------|----------------------------|--------------------------|
| » Media Players | » Converters | » Display Controllers |
| » Extenders | » LCD & Plasma Screens | » Media Storage Devices |
| » Splitters | » Cables & Connectors | » Media Cabinets & Racks |
| » Video Switches | » KVM Switches & Extenders | » Installation Services |

Why buy from Black Box? Exceptional value. Exceptional Tech Support. Period.

Recognize any of these situations?

- You wait more than 30 minutes to get through to a vendor's tech support.
- The so-called "tech" is a customer service rep who can't help you.
- You don't have a purchase order number or a credit card so the tech won't help you.
- It's 9 P.M. and you need help, but your vendor's tech support line is closed.

According to a survey by *Data Communications* magazine, 90% of network managers surveyed say that getting the technical support they need is extremely important when choosing a vendor. But even though network managers pay anywhere from 10 to 20% of their overall purchase price for a basic service and support contract, the technical support and service they receive falls far short of their expectations—and certainly isn't worth what they paid.

At Black Box, we guarantee the best value and the best support. You can even consult our Tech Support experts—FREE of charge—before, during, and long after your transaction. It's all part of our commitment to your success.